

⋮ **Political Studies Association** **Political Marketing**

Newsletter – September 2019

PMG Website: <https://politicalmarketinggroup.wordpress.com/>

PMG Facebook Group: <https://www.facebook.com/groups/135180946622741/>

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Trends in Political Marketing

What is the Main Goal of Governing Coalition to next Parliament Elections of Georgia?



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Incredulity of people against the leading style of governing coalition – “Georgian Dream” is growing. It is obvious that the big influencer in Georgia’s inner politics is Russian made Billionaire Mr. Bidzina Ivanishvili. This oligarch for the last seven years has tried to paint a big picture of Georgian politics and is disadvantaged if this causes people to protest every day.

Because 20 percent of the country is occupied by Russia and people living in occupied areas are in great despair, the situation for the governing coalition is doubtful. From one side, they take up huge portions of resources in the country. From another, they think that things are settled forever. Making paper money and spreading it motivates inflation and the bad exchange power of national currency has diminished by 20 percent in the period of their activities. But the last mistake made people suffer spiritually, which was an invitation of the Russian Duma members to Georgian Parliament and making sit in the place of the Head of Parliament. This made people feel that all the nation is fed up by “Georgian Dream”.

Emphatic members of society on 20 June started their protests in front of the Georgian Parliament. This demonstration encouraged mass people to join the action. It did not end peacefully. From one side, demonstrators are accused by the Government of trying to enter the Parliament of Georgia. From the other side, people want to show that they were furious to see Russian politicians in the chair of the Head of the Georgian Parliament. On 20 June, heavy clashes among demonstrators and police took place. People suffered from police. This brings the leading coalition to think about the Parliament Elections of 2020.

From 20 June to now the demonstration in front of Parliament continues. This makes the leading coalition think, “What would make the Georgian people stop?” One solution is in the Parliament Elections of 2020, were th a new political party elected. “Every party can be in Parliament” – said City Major of Tbilisi, Ex-Footballer of FC. Milan, Mr. Kakha Kaladze. The Government is going to abandon all barriers for political parties. Usually, a 3 percent threshold is the barrier in elections. But now the governing party is going to invite all political parties into Parliament, without barriers.

Realising the innovation, we in the Georgian-European Marketing Association analysed the political marketing goals of this idea. Having done expert research, the results turned into the following frame, of Political Matrix (Figure 1: matrix of goals):



Figure 1: matrix of goals (source an author of this article)

As the panel shows, the motives of government and the Parliament of the country, rising up or down barriers for political parties to be elected to Parliament can have the following primary and secondary goals.

Book Review

The New NDP: Moderation, Modernization, and Political Marketing by David McGrane, UBC Press, 2019.

*Note: This is an edited version of a book review that originally appeared in
The Hill Times on September 2, 2019*



Alex Marland
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A new book about Canada's New Democratic Party offers exceptional insights into the party's evolution from an undisciplined ideological group to a political marketing powerhouse.

The New NDP: Moderation, Modernization, and Political Marketing is a rare inside look at how a political party expands and retracts. Author David McGrane offers a combination of practitioner's pragmatism blended with scholarly inquisitiveness. McGrane is an associate professor of political studies at the University of Saskatchewan. Early on, he declares that "It is hard to deny that the NDP's political roller-coaster ride from 2000 to 2015 is simply a great story" (p.23). He is right, but

any great story needs a great storyteller. Politicos will delight in the details of the NDP's marketing journey which ultimately went off the rails.

The book describes how a cluster of political operatives loyal to leader Jack Layton helped marshal the softening of the NDP's hard ideological edges. This laid the groundwork for introducing a disciplined style of marketing strategy and regimented tactics. As the NDP adjusted to new party finance rules, it restructured and centralized its operations, and in the process absorbed individual agency from MPs. The payoff was more seats and more resources, culminating in a Quebec breakthrough and Official Opposition status in 2011. But the moderating of party ideology and Layton's untimely death contributed to a dramatic decline in the 2015 election. The disappointing results set the stage for clamouring within the party for a hard turn left to democratic socialism. The retrenchment spelled the end of Tom Mulcair's short tenure as leader.

The New NDP reflects McGrane's intellectual curiosity about political marketing and keen interest in the professionalization of the NDP. He has written a book that is loosely a cross between Tom Flanagan's *Harper's Team* (MQUP 2007) and Brad Lavigne's *Building the Orange Wave* (Douglas & McIntyre 2014), with a dollop of political science. More specifically, McGrane delves into political behaviour.

What stands out is the quantity and quality of original insights about political

marketing. Just as you are processing how much work must have gone into assembling data, McGrane thrusts another source of information, and another, then another. He organized an original survey of 2,440 NDP members in 2015 which he compares with a 1997 survey. He commissioned a two-stage survey of electors during the 2015 federal election and compares the results with a variety of other election surveys. He interviewed more than 60 NDP operatives, sometimes more than once, as well as 58 NDP MPs. Then he built a dataset of thousands of questions asked by NDP MPs in Question Period for more than a decade. As if that weren't enough, McGrane analyzed the party's platforms, news releases and TV ads from the 2000 to 2015 election campaigns. Admirably, he donated the raw information to his university's library archives so that others can avail of it. To my knowledge, such a robust collection of data stretching across such a timeframe is unparalleled in Canadian political science.

The book is organized into eight chapters that pack punch. They document internal problems experienced by the NDP when Alexa McDonough was leader and show how the Layton team introduced a tighter management style. There is a chapter examining party platforms and copious information about how the NDP attracted Liberal voters, and how in Quebec the dippers also grabbed support from Bloc Quebecois and Conservative supporters. The data analysis makes it clear that there isn't much for New Democrats to gain from appealing to Conservatives outside of that province. Liberal voters are the main

target in the competition for votes. Readers of *The Hill Times* might find Chapter 3 particularly insightful. That chapter discloses ways that the Layton-led party-imposed order and discipline on the NDP caucus.

The upshot of *The New NDP* is that those on the political right within the party supported political marketing in a quest for power. The Layton marketers introduced many professional practices. The development of a centralized party database became more crucial for fundraising and outreach. Unstructured caucus freelancing, candidate distractions and Question Period collaboration were out; message coordination, candidate vetting and a QP “zinger team” (page 61) to get the leader on the news were in. MPs had to learn the difference between useful and important topics, as well as message simplicity. For instance, instead of talking about health care policy, to get in the news they would talk about credit card medicine and government cover-ups (page 110). Those furthest to the left in the party were unenthusiastic about these approaches.

Today, the NDP’s ideological struggles between social democrats on the political right and left appear to have been won by the left. Principled ideologues have pulled

the party closer to its activist roots. Meanwhile many NDP supporters are now Liberal voters. An eternal challenge for the NDP is deliberating the benefits of taking the moral high ground when the result is an inability to compete to form government.

McGrane stays away from internal debates, though he does tease some insights in the final chapter. He nicely summarizes the situation facing the party after the last election as follows: “The 2015 election left the NDP’s leadership dazed and confused like a prizefighter who has just been unexpectedly knocked out and the party’s membership like a crew of mutinous sailors distrustful of their captain” (page 322). He itemizes a list of seven lessons learned (e.g., #4: “symbols, emotions and momentum are more important than policies”). Ultimately the reader-friendly manner in which he presents an astounding array of data should make *The New NDP: Moderation, Modernization, and Political Marketing* required reading for political marketing enthusiasts.

Disclosure: Alex is an editor of the UBC Press series Communication, Strategy and Politics within which The New NDP appears but had no involvement with the book’s content.

Call for Papers and Chapters

PSA Annual Conference: 6-8 April 2020

<https://www.psa.ac.uk/psa20>

Please send proposals to Paula Keaveney (keavenep@edgehill.ac.uk)
by 7 October 2019.

Panel 1: Marketing in a Crowded Field – Political Marketing and the US Democratic Primaries

The PSA Special Groups on Political Marketing and American Politics invite paper suggestions for a proposed panel at the 2020 PSA Conference in Edinburgh. Presenters would need to be available in person (The PSA does operate a grant application process for those with accepted papers).

The Democratic Primary contest is currently a very overcrowded field. The Party and broadcasters have had to apply debate thresholds for the early TV debates, but even with these thresholds 20 people have qualified to take part.

By April, many of the primary votes and caucus events will have happened and we will have a clearer idea of the marketing approaches taken by contenders to establish advantage.

We would like to hear proposals for papers which examine the marketing aspect of this contest but also those which provide some historical context using material from previous contests. We are also interested in what the marketing in this contest tells us about politics in the US more generally.

We will also be following up with those who have already responded to early discussions about this potential panel.

Panel 2: Ethics and Political Marketing

The Political Marketing Group of the Political Studies Association is inviting paper proposals for a panel on ethics and political marketing at the PSA Conference in Edinburgh on 6 -8 April 2020.

The group is currently drawing up proposals for a book on ethics and political marketing, and it is envisaged that the material from this panel would form the core of the content.

Papers can only be accepted where at least one of the authors can be personally present in Edinburgh. The PSA does however operate a grants scheme designed to help with travel etc for those whose papers are accepted and who otherwise would not be able to be there. (NB: The co-ordinator of this panel has no control over this fund. Those with accepted papers would need to make an application to the PSA post acceptance).

For those authors chosen, there will be a second submission process via the PSA system.

Proposals are invited on topics including, but not restricted to, the following:

- Data use, privacy and relevant controversies
- The use of “fake news” in political marketing
- Use of “unfair” persuasion
- Characterisations and image attack on opponents
- Regulatory systems and their applicability or effectiveness
- The meaning of ethics in terms of political marketing
- Negative campaigning

Call for Chapters - Global Public Branding: A Theory-Practice Exchange

Publisher: Springer Nature

Editor: Staci M. Zavattaro, Ph.D.
(University of Central Florida)

Purpose: This edited volume takes a global view of public branding theory and practice by seeking chapters from scholars and practitioners worldwide. Of interest are chapters particularly on: comparative branding and marketing practices, in-depth case studies, innovative methods (theoretical or practical application), conceptual and theoretical developments, evaluation studies, non-profit branding and marketing, social media branding and marketing, and commentaries explaining or critiquing aspects of the branding and marketing process. This list is not exhaustive, so potential authors are encouraged to communicate with the editor. Chapters from practitioners also are encouraged to detail how they undertake and evaluate strategic branding

and marketing campaigns. As such, the goal of the book is to form a conversation between academics and practitioners about this growing topic in public administration and management.

Deadlines: Chapters will be due to the editor on 31 March 2020. After making appropriate changes, final accepted chapters will be due 31 July 2020.

Email staci.zavattaro@ucf.edu

Length and Formatting: Chapters from researchers should be approximately 5,000-9,000 words inclusive of references. Chapters from practitioners can be shorter and focused on particular jurisdictions and aspects of the branding and marketing process. Please format papers using APA Style using Times New Roman 12-point font double spaced. Please include author affiliations and contact information.

Call for Chapters

Political Marketing in the 2020 US Presidential Election



Jamie Gillies
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The 2020 presidential election campaign is under way and I am putting out a call for chapter proposals for an edited collection as part of the Palgrave Pivot's Palgrave Studies in Political Marketing and Management series, edited by Jennifer Lees-Marshment. The book will be titled Political Marketing in the 2020 US Presidential Election.

This book would be the third in a series I have edited/co-edited on recent North American elections, with edited collections on the 2016 US Election and the 2019 Canadian Federal Election.

For those interested in writing a chapter, please email me a brief proposal with chapter title and description to Jamie Gillies at jgillies@stu.ca

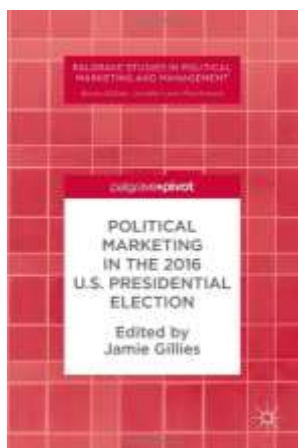
Topics can include anything in terms of marketing, branding and political management of the 2020 Trump and Republican campaigns or the Democratic primary and presidential campaigns.

For those interested, please see our last edited collection on the US election: <https://www.palgrave.com/us/book/9783319593449>

We have some authors committed already, but we are looking for 3-4 more authors/chapters.

See Jamie's first book in the series

Political Marketing in the 2016 U.S. Presidential Election



Editor: Jamie Gillies

Series Title: Palgrave Studies in Political Marketing and Management

Publisher: Palgrave Macmillan

eBook ISBN: 978-3-319-59345-6

DOI: 10.1007/978-3-319-59345-6

Hardcover ISBN: 978-3-319-59344-9

Link: <https://www.palgrave.com/gp/book/9783319593449>

Call for Expressions of Interest for Book Chapters
Political Branding in Times of Political Instability and Uncertainty
Deadline: 15 November 2019



Mona Moufahim
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Political uncertainty and instability characterise many regions around the world and, increasingly, can be observed in what used to be more stable and established democracies. Others have already discussed the challenges facing established democracies (see e.g. Merkel and Kneip's 2018 book *Democracy and Crisis*), including citizens' disenchantment with liberal democracy, their lack of trust in political actors and institutions, and the frustrations with the failure of mainstream political parties in delivering solutions to issues facing the populace. The aftermath of the Brexit referendum, international tensions and conflicts, the persistent threat of global terrorism, alongside the proliferation of autocratic, chauvinist or at the most extreme fascist forces around the world all contribute to turbulent political times. Such environments certainly constitute tremendous challenges, but also opportunities for scholars to engage and fruitfully contribute to the understanding of processes in the political market and to the strengthening of democracy. More specifically, the purpose of this book is to explore and understand the potential of political brands and political branding to address the issues, challenges and opportunities facing institutions, political

parties, politicians and citizens. Academic and practitioner literature is replete with analysis and recommendations about strategic brand management in turbulent commercial environments and in times of crisis. With political branding literature borrowing models and frameworks from the commercial world and adapting them to the political contexts (not always without controversy), there are significant opportunities for developing and testing ad hoc theories of relevance for political actors in these particularly unstable and uncertain times.

Recommended topics

- The political brand in crisis.
- Political brand destruction
- Strategic brand management to negotiate instability
- Fake news, post-truth and distrust
- Leaders and members: 'internal' brand developments
- Political brand equity
- Co-branding
- Protest politics
- Extremist groups brand activities
- The politician as brand (e.g. Boris Brand and the delivery of Brexit)
- Ethics and political branding
- Emotion and political branding
- Social movements and participation branding
- Direct forms of democracy and technology
- Branding the digital party
- Branding other political actors: country, state, city, government department, etc.

Please note that submissions **must** tackle one or more dimensions of the brand or the whole process of branding/brand management in political contexts. In other words, general political marketing submissions will not be considered. For any questions, or to discuss ideas, please email Mona.Moufahim@stir.ac.uk

International contributions focusing on contexts beyond the UK are particularly welcome. Preference will be given to empirical and theoretically supported research. Recommendations for practice derived from the academic research must also be included.

Target audience:

The target audience of this book will be composed of professionals, researchers and students interested in the fields of political marketing, political science, (political) branding and political communications.

Submission & deadline

Expression of interest in contributing to this book are invited, via submission of an abstract (max 500 words) to Dr Mona Moufahim by email: mona.moufahim@stir.ac.uk by **15 November 2019**. Please include the proposed chapter title, and overview of its content and methodology, your name, position, institution, and email.

The abstract must clearly outline the objectives and the context of the proposed chapter. Authors will be notified by November 30th about the status of their proposal. Successful authors will receive chapter guidelines and deadlines for full chapter submission (Spring 2020).

Publisher

This book will be part of the **Palgrave Studies in Political Marketing and Management Book Series** (Series Editor: Jennifer Lees-Marshment; for further details, see <https://www.palgrave.com/gp/series/14601>)

Call for Papers

Recent Trends in Political Marketing in Post-Communist Countries

A special issue of the Journal of Political Marketing

Abstract Deadline: 2 December 2019

Editors:



Miloš Gregor - Masaryk University
mgregor@fss.muni.cz



Otto Eibl - Masaryk University
eibl@fss.muni.cz

We are looking for empirical studies analyzing political marketing techniques used and applied by political parties and candidates in countries of the former Communist Bloc. The aim of this special issue of the Journal of Political Marketing is to discuss recent trends in campaigning in this area.

Over the last thirty years, most of the political systems in these countries underwent several (and sometimes dramatic) changes, the first of which happened in the late 1980s or early 1990s shortly before and after the collapse of the Soviet Union. Most of the countries of the former Soviet Bloc became independent and were ready to establish a new political system (and culture). In some cases, the transition from authoritarian regimes ran smoothly (e.g. in the Visegrád countries or the Baltic states); in others, however, it was not so easy (e.g. in the former Yugoslavian countries).

Regardless of the outcome of the transition process, the old, renewed, and newly established parties had to learn how to exist in a completely new environment. This also included, of course, communication and building relationships with voters. Or, put differently, they had to learn how to use political marketing techniques to persuade voters. In the first few years following the system change, in some countries at least, political marketing pundits from the West travelled to the Eastern Bloc and trained democratic parties in various fields and methods. At that time, democratic forces acquired the basics of what was common in Western states—they learned how to craft a powerful message, how to segment the public, and how to target the audience. In the following years, they caught up with the West in terms of communication and marketing: Polling became an integral part of political life and candidates worked hard to win the hearts and minds of voters.

In recent years, parties run by political entrepreneurs and populist parties have also become a well-established part of some CEE party systems. Their rise has provoked a qualitatively distinguished style of campaigning and political marketing which can be observed in some countries. These parties also forced the rest of the parties to react, modify, and adapt their communication style and techniques.

The ambition of this special issue is to map the recent campaigning trends in post-communist countries and to understand the changing environment there.

We are looking for case studies focused on (but not only) the following questions:

- What is the nature of the issues (position vs valence) which dominate campaign communication?
- What are the narratives used by political parties in various environments?
- How has new media (e.g. social networks) changed politics in respective countries?
- What is the state of professionalization in comparison to the West?
- What are the recent trends?

- Do political marketing techniques amplify illiberal tendencies in some of the countries?
- What are the effective campaign strategies challenging populism?
- How did campaign-related rules and the legislature change after the emergence of populist parties?

Preliminary schedule:

- 2 December 2019: Deadline for paper abstracts (up to 250 words)
- 15 December 2019: Editors' decision on abstract acceptance
- 30 June 2020: Deadline for full papers

We are happy to receive your abstracts at mgregor@fss.muni.cz or eibl@fss.muni.cz.

The special issue will follow the article standards for the Journal of Political Marketing. All papers will be double blind peer reviewed by independent, anonymous expert referees. There are no word limits for papers in this journal.

For more information about the journal, please see <https://www.tandfonline.com/loi/wplm20>.

In case of any questions related to the special issue, feel free to contact us at mgregor@fss.muni.cz or eibl@fss.muni.cz.

Reminder: Special Issue on “Crisis Communication in the Public Sector”
Journal of Nonprofit & Public Sector Marketing
Deadline: 31 December 2019

Guest Editors:



Sabine Einwiller - Vienna University
sabine.einwiller@univie.ac.at



Daniel Laufer - Victoria University of Wellington
dan.laufer@vuw.ac.nz

Research in the area of crisis communication has primarily focused on the private sector, and researchers have conducted a considerable amount of research around restoring image and trust (Olsson, 2014). However, crisis communication in the public sector is also of great importance, and more work needs to be done in this area. A review of the literature on crisis and disasters, which tends to focus primarily on the public sector, also has relatively little research on crisis communication (Kuipers and Welsh, 2017).

The editors of this special issue, Sabine Einwiller and Daniel Laufer would be pleased to receive papers related to any aspect of crisis communication in the Public Sector. The deadline for this special issue is 31st of December, 2019. The Special Issue is scheduled to appear at the end of 2020. Theoretical and empirical

research articles (qualitative, quantitative and mixed-method designs) are welcome.

The following examples give an idea of the scope of possible topics:

- Risk Communication
- Impact of Crises on Stakeholder Relationships (Voters, media, political parties, etc.)
- Communication During Crises
- Crisis Communication and Social Media
- Rumour crises and fake news
- Measuring Crisis Impact
- Organizational Learning & Crises

Submission Instructions

The deadline for submission of manuscripts is 31 December 2019.

Manuscripts should be prepared in accordance with the *Journal of Nonprofit & Public Sector Marketing's Style Guide for Authors*:

<https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=wnon20>

Manuscripts should be electronically submitted online at:

<https://www.tandfonline.com/toc/wnon20/current>

All submissions will be subject to the regular double-blind peer review process at JNPSM.

ANZMAC Conference in Wellington, New Zealand (www.ANZMAC2019.com)

There will be an opportunity to receive feedback on papers before the submission deadline. During the ANZMAC 2019 conference there will be a conference track on Crisis Communication in the Public Sector. People submitting papers to

the conference track will receive feedback at the conference that may help them improve their papers before the special issue submission deadline. ANZMAC 2019 will be held in Wellington from 2-4 of December, 2019.

Contact details

Please direct any questions regarding the Special Issue to one of the guest editors.

- Sabine Einwiller, Vienna University (sabine.einwiller@univie.ac.at)
- Daniel Laufer, Victoria University of Wellington (dan.laufer@vuw.ac.nz)

References

Kuipers, S. & Welsh, N.H. (2017) Taxonomy of the Crisis and Disaster Literature: Themes and Types in 34 Years of Research. *Risk, Hazards & Crisis in Public Policy* 2017 Vol 8 (4): 272-283

Olsson, E. (2014) Crisis Communication in Public Organisations: Dimensions of Crisis Communication Revisited. *Journal of Contingencies and Crisis Management* 2014 Vol 22 (2): 113-125

Events

Marketing Liberalism in an Age of Populism (Conference) Bournemouth: 15 November.



Paula Keaveney
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keavenep@edgehill.ac.uk

The Political Marketing Group of the Political Studies Association invites you to this year's marketing related conference. After sessions on Corbyn and Labour and on Communication by Conservatives in previous years, in 2019 we are focusing on Liberals and Liberalism.

Papers will focus on topics such as:

- The branding of the Lib Dems on social media
- Marketing approaches in the recent Lib Dem leadership contest
- Positioning the Lib Dems to challenge Labour
- Fiscal policy as political marketing
- Liberalism in an illiberal country – 2018 Hungarian Election
- Political leaders in Greece

The key-note speaker is [Dr Mark Pack](#), associate director at Teneo and former head of innovations for the Liberal Democrats. Dr Pack is also co-author of 101 Ways to Win an Election and co-editor, with Darren Lilleker, of Political Marketing and the 2015 General Election.

If there is a snap election either shortly before or due shortly after the conference, a session will be added in to look at the relevant marketing.

The conference will be free to attend but we do need to know if you are coming.

Please e-mail us at:

liberalmarketingconference@gmail.com to let us know. More details of the day's programme and venue and the papers will be sent to those who plan to attend. Please note we plan to start late morning to allow people to travel.

Books

Thirty Years of Political Campaigning in Central and Eastern Europe



Editors: **Otto Eibl** and **Miloš Gregor**

Series Title: **Political Campaigning and Communication**

Copyright: **2019**

Publisher: **Palgrave Macmillan**

eBook ISBN: **978-3-030-27693-5**

DOI: **10.1007/978-3-030-27693-5**

Hardcover ISBN: **978-3-030-27692-8**

Link:

<https://www.palgrave.com/gp/book/9783030276928>

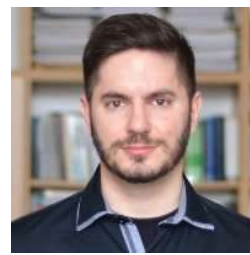
This edited volume maps the development of the use of political campaigning and marketing techniques in countries of the former Communist Bloc over the last thirty years. Focusing on the shift from propaganda to political marketing, and from manipulation to persuasion, the book consists of a series of case studies of countries in Central Europe, Eastern

Europe, the Baltics, and the Balkans that outline the history, development and current state of political marketing in each country. The authors explore political parties and their behaviour ahead of elections, and show the changes in political culture and practices that parties have undergone in order to create more or less successful campaigns.

About the Editors



Otto Eibl is Assistant Professor at the Department of Political Science, Masaryk University, Czech Republic. His research focuses on political communication, branding and marketing, and he also teaches courses on these subjects.



Miloš Gregor is Assistant Professor at the Department of Political Science, Masaryk University, Czech Republic. His research interests include political marketing, branding, and public relations in politics. He teaches courses on political communication and marketing, propaganda, disinformation, and fake news.

Reviews

“The use of political marketing tactics and strategy in electoral politics is now a well-developed field. Eibl and Gregor examine how this paradigm shift has played out in former Communist Bloc countries in their well-edited book, and argue convincingly that the future success of these political systems will hinge on their continued use of these methods.”

Bruce I. Newman, Professor of Marketing, DePaul University, USA, and Founding Editor-in-Chief of Journal of Political Marketing

“A generation on from the dramatic events that swept through Central and Eastern Europe, this hugely valuable volume provides a careful examination of what has happened during the intervening decades. Packed with compelling case studies from a team of leading scholars, the book makes a major contribution to comparative political communication analysis. It does so by offering acute insights into each of the countries featured that collectively showcase the varied nature and contrasting development of campaigning within a region that has experienced and continues to experience significant change.”

Dominic Wring, Professor of Political Communication, Loughborough University, UK

“This ground-breaking book is the first major work to look comprehensively at the application and evolution of modern political marketing and campaigning in Central and Eastern Europe. Many see this geographic area as the heartland and boundary region of Mittel Europe, where democracy has been re-ignited, flourished, fostered and grown against a historic background of Soviet Russian occupation and the detritus of failed autocratic or nationalist fascist regimes. Well done Otto Eibl and Miloš Gregor for giving us insight into how democracy and political marketing works in these key states. Each country is looked at in depth and a narrative developed outlining the core issues and techniques adopted in modern political communication. In many ways it is a must buy and to be read book on how democracy and campaigning works in this vast area of modern Europe. Democracy and political campaigning is burning brightly in Prague, Tallinn, Warsaw and across the capitals, legislatures and media in this region and the authors have made sure the wider world understands how it works and why.”

Phil Harris, Westminster Professor of Marketing and Public Affairs, University of Chester, UK

“Although there is a widely held view that campaigns matter, there has been surprisingly little research on political campaigning in Central and Eastern Europe. Eibl and Gregor’s volume provides fascinating and detailed coverage of campaigns in the region, highlighting not just the context of politics and the legal frameworks in 18 different countries, but how and why campaigning has evolved over time. The book is a valuable resource and deserves to be on the bookshelves of scholars of comparative and electoral politics as well of those studying the politics of the region.”

Tim Haughton, Reader in European Politics, University of Birmingham, UK

Palgrave Studies in Political Marketing and Management Book Series



Series editor: Jennifer Lees-Marshment

www.lees-marshment.org, lees-marshment@auckland.ac.nz

The *Palgrave Studies in Political Marketing and Management* new book series is looking for more book proposals to add to its' exciting collection so far.

The series publishes high quality and ground-breaking academic research in Palgrave Pivot form (25-50,000 words, 12 week publishing time frame upon receipt of final manuscript) and have a practice/practitioner element.

At its core, Political Marketing and Management is about how politicians, governments, political staff, parties and campaigns use marketing and management tools and concepts to design and achieve their goals. Scholarship is drawn from a range of disciplines and fields, and covers how political organisations and actors strategise, lead, organise and market, as well as intersections between these aspects such as the organisation of political marketing research in government department; the importance of leadership in changing how a party is organised; the organisational structure of volunteers within an NGO;

strategic communication in political movements; resource management in political offices; and the strategic organisation of fundraising in campaigns.

There are already an exciting and diverse range of books in the series. Books published include:

- *Political Marketing and Management in the 2017 New Zealand Election* edited by Jennifer Lees-Marshment
- *Market Driven Political Advertising* by Andrew Hughes
- *Applying Public Opinion in Governance* by Scott Bennett
- *Political Branding Strategies: Campaigning and Governing in Australian Politics* by Lorann Downer
- *Marketing Leadership in Government* by Edward Elder

We would welcome new ideas for potential books – please get in touch. We would particularly welcome books on recent/forthcoming elections such as US 2016; Australia 2016; Canada 2015 and so on, but are also very keen on exploring

new areas, and of course want to support books on political management (organisation, leadership, political HRM, planning, and reviewing or monitoring) not just political marketing.

The series is contracted for both politics and management lists. For further details about the series see

<https://leesmarshment.wordpress.com/pm-book-series/> and Palgrave's page <http://www.palgrave.com/gp/series/1460> 1.

Submitting a proposal

Proposals can be submitted to the series editor on

j.lees-marshment@auckland.ac.nz

at any time. We recommend you read the full guidelines for the series, and get in touch with the series editor in advance of completing the proposal to discuss ideas first.

All books must:

- be between 25,000 and 50,000 words.
- be empirical not just theoretical.
- have recommendations for practice derived from the academic research.

And we encourage books to:

- include other practitioner elements such as those noted in the section on format.
- include international material or relate work to international trends.

Please use the Palgrave Studies in Political Marketing and Management Book Series proposal form – see <https://leesmarshment.wordpress.com/pm-book-series/> for this and updates on the series.

The Political Marketing Group Committee 2018



Chair

Paula Keaveney
Edge Hill University, Department of Law and Criminology
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Role: Overall coordinator and liaison with the UK PSA



Vice-Chair (International)

Vincent Raynauld
Emerson College, Department of Communication Studies
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Role: Refresh the leadership and initiative, suggest, support and organise new ideas and vision, lead new initiatives e.g. global election watch events e.g. facebook live event



Treasurer

Robert Busby
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Role: Maintain and report on PMG accounts and liase with UK PSA



Communications Officer

Jennifer Lees-Marshment
University of Auckland, Politics and International Relations
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Role: Maintain and website <https://politicalmarketinggroup.wordpress.com/> and google group membership list; and distribute PMG related information via the website, Facebook, membership emails



Newsletter Editor

Edward Elder
University of Auckland
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Role: Encourage and edit contributions to the newsletter and send it out three times a year



Twitter Manager

Kenneth Cosgrove
Suffolk University, Department of Government
kcosgrove@suffolk.edu

Role: Runs the account @ukpmgpsa; aim to enhance the profile of political marketing



Event Coordinator

Peter Reeves
University of Salford, Salford Business School
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Role: to organise, and facilitate others organising, an event each year.



Resources Officer

Mitra Naeimi
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Role: expand resources on <https://politicalmarketinggroup.wordpress.com/> e.g. adding video interviews with academics and their views/latest research on a particular area.

Practitioner Liasons

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Anna Shavit

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Travis McDonald

University of Auckland, New Zealand

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Role: Build and develop the academic-practitioner interface to help identify speakers for events, distribute academic research to practice, integrate practitioner perspectives and on the ground experiences and realities by for example interviewing practitioners for features for the newsletter/website/Facebook/twitter.

Country Coordinators

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Call for New Items for Upcoming PMG Newsletters

We want to facilitate information transfer between all members, including political marketing scholars, practitioners and experts. Member's active participation is essential to making this newsletter successful. The PMG newsletter provides you with the opportunity to communicate with political marketing scholars, practitioners and experts. If you have anything you would like included in a PMG newsletter (being released in May, July, and October) please send it to Edward Elder at eeld001@aucklanduni.ac.nz. Items that may be included may be, but not exclusive to, recently released or upcoming books, upcoming events and conferences, career or scholarship opportunities, or any articles about recent elections, trends and academic findings. **The next deadline for submissions is 15 March 2020.**